

FIRST WINNERS IN WANT AD RHYMES CONTEST ANNOUNCED

(Continued from Page 1-A)
—He guarantees they'll hurt no more!

Third Prize Winner
Miss Margaret Hornell, 1615 218th street, Torrance wins the second pair of tickets to the Torrance theatre with the following rhyme on C. Emmet's El Prado Furniture Store ad telling how you can save on every purchase of furniture by walking a half block from Sartori:
"Trade in your old on something new,"
Says Emmet to all—not just a few.

"Our furniture can't be beat; They're top quality and still they're cheap."

Fourth Prize Winner
Mrs. M. B. Lindeman, 2227 Plaza Del Amo, Torrance, you win two tickets to the Torrance theatre, and would have won the first prize today had your last line read more smoothly. The Vel-Art Beauty Salon offered to keep women beautiful and youthful thru their famed services. Here is the winning rhyme:
"They press the waves in firmly, gently,
Lacquer, tint and curl with care.
Achieve a youthful crowning glory,
Call 426: Have 'Vel-Art' style your hair."

Fifth Prize Winner
Mrs. Martha May, Rt. 1, Box 340, Lomita, wrote a winning rhyme about one of the many real estate ads run by Edith Smith, friendly and highly favored real estate broker of Lomita. The winning rhyme follows:
"Edith says, 'Stop paying rent and buy your own,
Then, never more you'll need to roam,
Old friends will come — and, new ones, too,
To gladden your heart, your life long thru."

Mrs. May, please call at The Herald office for your two passes to the Torrance theatre.

Some Criticisms

Some people dislike having their rhymes criticised but, many of those received were so good that, with a few slight changes, they might easily win another time. For that reason we are addressing these criticisms to rhymers writers — using their initials only for purposes of identification:
J. V. K. Food and good do not rhyme well together. Your second line should have read: "Allen's call to all who're near."
You hastily wrote . . . "who's near."

Mrs. M. M. Do not just use any word that just comes into your head in order to make it rhyme with another. Your last line about Van's Window Cleaning ad spoiled a very good rhyme.
Miss F. M. R. Rewrite that cracker-jack rhyme about Ed Thompson's ad but make it include some particular car. Had you done so in your unusual ad the jury would have given you first place because of its wit and brevity.
A. M. R. Your rhyme on Mrs. Atterbery's ad pleased her very much. It was very good, but you should have been specific and mentioned the chicken dinner instead of the word "meal" alone describing what you ate.
D. E. W. Count the syllables in each rhyming line. Try and have them match up. Your third line was very far off the meter you had originally set up on the Allen Cafe ad.
Mrs. N. W. Jr. Your rhyme on Jigg's Lunch was very good. You repeated Jigg's however and, in the repetition made the rhyme awkward. The word "beaten" would have been better, don't you think?
J. C. C. Slang is not permitted. Try again.
V. G. J. What a pity! Your little ditty on Leslie's Cafe was fine in thought. Try again and be sure that your first and third lines rhyme as well as the second and fourth.

There are hundreds of other rhymes to criticize but space will not permit us to cover them all. However, the foregoing criticisms might easily have been written about nearly all of the balance

Torrance Herald
And The Lomita News
Published Every Thursday
Grover C. Whyte
Editor-Publisher
1336 El Prado, Phone 444
Torrance, Calif.

Entered as second class matter January 30, 1914, at post-office, Torrance, Calif., under Act of March 3, 1897.

Official Newspaper of City of Torrance

Adjudicated a Legal Newspaper By Superior Court, Los Angeles County.

of the ads. Please remember to put your address as well as your name on each rhyme sheet you submit. Observe carefully the following rules and better luck next week.

RHYMES RULES

1. Write a four-line rhyme based on some classified advertisement which appears on the regular classified pages of The Herald and News. Your verse must concern some particular ad — not classified ads in general. (Be sure to see rule No. 5.)

2. Write on but one side of the paper, and be sure to paste a clipped copy of the advertisement about which you write — preferably above the rhyme.

3. Date each rhyme you send in.

4. Print your name and address in full and mail your verses to the "Classified Ad Rhymes Contest Editor," Herald-News office, Torrance, Calif.

5. You may write more than one rhyme at a time (as many as there are ads if you wish) but each one must be on a separate sheet of paper and on a different ad each time. You may write each week on the same ad, if you desire.

All simple rules to be guided by aren't they? Please be careful and observe them thoroughly in order that an otherwise worthy poem is not discarded. If you don't win the first time, you may the next. Read each week's criticisms for guidance.

Now let's get started. Turn to the next to the last page in this paper and select any or all of the classified ads for your study. Get everyone in the family to help you. Or, as many of you in each family who feel they can write are welcome to enter the contest. Only Herald-News employees and relatives are barred from competition. The sooner you get started, the sooner your rhyme will get in for the jury to select a winner. Let's go!

Club Hears Review of Sino-Jap War
An interesting review of the Chinese-Japanese war was given members and guests of the Torrance Kiwanis club Monday night by Roscoe A. Goodcell, manager of the Review department of the Automobile Club of Southern California.

Next Monday night the service club will hold its annual Christmas party with Santa Claus distributing gifts to all members present.

NAB DRUNK DRIVER
Yoshizo Iwai, 61, of this city, was arrested for drunk driving by a Long Beach motorcycle officer Saturday night in that city.

Paragraphics
If Hitler thought he was baiting the Russian bear, the bear seems to have hogged the bait, —Dallas Morning News

So far, however, there has been no indication of a black-out for the treasury red. —Greensboro (N.C.) Daily News

After all, there are but two dependable ways to get a person to do something he'd rather not do: Pay him, or scare him. —Thomaston (Ga.) Times

My Neighbor says:

If orange-flavored pie crust is used when making mince pies the flavor of pie will be delicious. To make the crust, use orange juice instead of water in mixing the dough for crust.

Cream whips very rapidly when a pinch of salt is added.

White materials that are yellow with age may be restored by soaking them in buttermilk. If only slightly yellowed, a few days are sufficient to render the material perfectly white, but in severe cases more time is required. Change the milk occasionally.

To glaze waffles, spread each one, after it is baked, with melted butter and a little granulated or confectioner's sugar. Then slip it under the broiler for a minute.

In baking griddle cakes rub the hot griddle frequently with salt tied firmly in a piece of cloth. The griddle will then be freed of bits of extra batter and the griddle cakes will not be so likely to stick.

Chop a few olives and sprinkle them over cream of corn, oyster, tomato, celery or asparagus soup. The added flavor will delight your guests.

The color of egg shells in no way affects the quality. White and brown eggs are of equal taste and nutritive value. A pale yolk is as nutritious as a darker one.

Mix peanut butter with a little hot cream. When it is thin enough spread the mixture over cookies or drop cakes for the children's lunch boxes.

Searing meat will not hold the juices in as was formerly believed, but will cause greater shrinkage and loss of fat and moisture. (Released by The Associated Newspapers)

Here's News!

Local Kids Like to Take Codliver Oil
At Lomita Elementary school the teachers' welfare committee has found a way to get children to take codliver oil and like it!

Children who show any vitamin deficiency are lined up, given a thin slice of orange and their codliver oil. Taking it at home is different but when you can line up and take it with a group, that's better, and besides you can vie with other kids in the courage with which you swallow!

On the committee are Della Chaffin, school nurse; Mrs. Rennie Jean Houdashelt, Mrs. Frances Curtin, and Miss Harriett Michaelis, principal.

The function of the welfare committee is to keep track of children over a period of time and notice any apparent lack of vitality or other symptoms of ill-health.

Read Herald-News Want Ads for Profit—Use them for Action!

Move to Larger Location Marks Progress of El Prado Furniture

Marking another milestone in Carney Emmet's progress as a local merchant, the El Prado Furniture Company is now located at 1220 El Prado, next door to his former location. The move was made necessary because of increased business and now the firm is housed in much larger quarters, permitting Emmet to offer a wider display of merchandise.

He started in business a few years ago with little capital and a small stock but close application of effort and service to his patrons has won for Emmet's firm a wide patronage throughout the Harbor district. The El Prado Furniture Company specializes in used furniture and rugs and also is the agency for new O'Keefe and Merritt gas ranges.

Emmet is loyally assisted by his wife, Esther, and the two have given much thought to the arrangement of their larger quarters. This week, as shown in a large advertisement in today's Herald, they are offering a number of attractive bargains and invite inspection of their new location.



EMMET

"Trailer Vagabond" Tours Washington, Missouri

This week, just to be different, I am going to tell you about a couple of places you can scratch from your trip itinerary without fear of having missed a thing—Daniel Boone's Home and his Burial Place. Although the two places are only 12 miles apart on a dry day—on a wet day you could travel from Chicago to Cleveland in much less time than it would take you to cover the above mentioned 12 miles, especially if you had no mud chains.

No doubt but that my having no chains and that it turned out to be a wet day, had much to do with my disappointment.

The approximate location of these two places is about 25 miles west of St. Louis, on the North bank of the Missouri River near the town of Washington, Missouri. If you approach from the south you must of course cross the river which brings peevish number one—a toll bridge.

Graves Not Impressive
After crossing the bridge, a drive of three miles if you know the turns (there are no markers) brings you to the burial ground. This is a little fenced plot on top of a knoll and with a little care could be made into something worth seeing. At present it is in bad condition with the other 12 or 14 headstones either broken or laying on the ground. Most of the inscriptions are eroded away out here and

there a date is decipherable, most of which are in the 1850's. Boone's marker is a large boulder upon which a bronze plaque has been fastened. Upon this plaque is inscribed the date of his birth (1725) his death (1820) and that the body was moved to Frankfort, Kentucky in 1845. After viewing this little plot and getting such a small amount of information, I decided to visit his home where I had hopes of finding something worth writing about.

As previously stated these two are separated by some 12 miles. The first seven are over an all-weather gravel road which I covered in short time. Then came the fun.

Rain Halts Visit
The last five miles are over a dirt road which, when it leaves the gravel, immediately goes down a very steep hill. Naturally in wet weather no one in his right mind would go on this road without chains. Today, however, the road was bone-dry so I turned off with great anticipation of the things I hoped to see.

Then came the rain. Big drops—worth their weight in gold in the dust-bowl but a pain in the neck for me.

"Trailer Vagabond" is sponsored and appears in this newspaper thru the courtesy of HOWARD G. LOCKE, fire and automobile insurance agent, 1405 Marcelina, telephone 135-34.



Right Now When Savings Are Most Appreciated Comes George H. Moore's

Christmas SALE

10% OFF ON ALL

- Tennis Rackets
- Badminton Rackets
- Fishing Tackle

Rods—Reels—Lines—Bait, Etc.

For the Man who likes Fishing, or the Folks who play Tennis or Badminton, here is the Ideal Gift. Standard merchandise at an ACTUAL worthwhile reduction.

Footballs 75c to \$6.00

Household Tools 10c up

Fireplace Screens \$4.29 to \$4.89

<p>XMAS SPECIAL! U. S. ELECTRIC Popcorn Popper \$1.19 FREE—2 Lbs. Best Grade A Corn with Each Popper.</p>	<p>Fireplace Ensemble! Andirons, Screen, and Set Fireplace Tools, All 7 Pieces. Special \$14.50</p>
---	--

GEO. H. MOORE HARDWARE
"MORE VALUE WITH MOORE"
PHONE 167-34

FIRESTONE

Has Gifts GALORE!



Ask For "Gift Chest" Tickets With All Purchases!

BOXING GLOVES



\$4.98 (set of 4)

* Full man's size. "Golden Gloves" design. Dad and son will get a kick from this gift!

ROLLER SKATES

Double row ball bearing wheels. Bright nickel finish, adjustable grain leather strap.

\$1.69

* BICYCLE *



Full-sized in every respect! \$26.95

The most bike you've seen for the money. Choice of colors.

SCOOTERS

Famous Firestone CHIEF scooter with ball bearings, balloon tires, brakes, bell, rubber mat and parking stand. Red with cream trim.

\$6.95

* FOOTBALL *



Durable COLLEGE PREP model. Ideal for neighborhood scrimmage. Top grain cowhide, double lined.

\$1.98

"DAVEY O'BRIEN" MODEL...\$4.95

Velocipedes

SPEEDSTER new model of heavy stamped and tubular steel. Streamlined handlebars with rubber grips. Baked enamel finish.

\$3.98

PORTABLE RADIO

\$23.95

* Carry your radio wherever you go! No wires... available with AC converter for use on house current.

WAGONS

RED FOX the ideal wagon for the small tot. Strong and durable, yet light and easy to handle. Red and cream baked enamel.

\$2.79

Others to \$11.95

ELECTRIC CLOCK



\$3.95

Modern Electric Alarm Clock... beautifully designed. Black or brown... with decorative stripes. Others from \$3.50 to \$9.95.

MIDGET RADIOS

The popular midget 4-tube white vanity box. Operates on either AC or DC current. Complete with zipper carrying case.

\$7.95

* G-E MIXER *

\$16.88

The kind that usually sells for \$24.95! Complete with juicer. 150 Watt motor. Please your wife on Christmas Day!

SHAVE-MASTER JUNIOR

Made by Sunbeam. Has famous "475" head that shaves with quick, clean comfort and straight edge closeness.

\$7.50

TOASTMASTER Hospitality TRAY

\$19.95

Deluxe as illustrated \$25.95. Just the thing for informal entertaining!.. Automatic Toastmaster, walnut tray, pottery dishes, toast cutter.

SILEX

World's most famous coffee maker. Used in millions of homes and restaurants. 8-cup size complete with electric stove.

\$4.95



\$39.95

A Sensational Radio Buy! * Superheterodyne speaker... Built-in Antenna.

Cravens and Marcelina

Firestone
AUTO SUPPLY & SERVICE STORES

Torrance Phone 476



"You remembered!"

A few words spoken into the telephone may gladden a day or a life. Is someone wishing you'd call? Our part is to take your voice-message there, quickly, clearly, dependably — to serve you at low cost, and in the spirit of a friend.

SOUTHERN CALIFORNIA TELEPHONE COMPANY
1266 Sartori Telephone Torrance 4600